



3000 Hunts Point Road
Hunts Point, WA 98004-1121
425.455.1834
Fax: 425.454.4586
www.huntspoint-wa.gov

REQUEST FOR PROPOSALS TOWN OF HUNTS POINT Website Redesign and Development Services

Title: Town of Hunts Point Website Redesign and Development Services

Submittals due: 4:30 p.m. on July 28, 2011.

Owner: Town of Hunts Point, 3000 Hunts Point Road, Hunts Point, WA 98004-1121, phone: 425-455-1834, fax: 425-454-4586, contact: Sue Israel, Interim Clerk, Treasurer, suei@huntspoint-wa.gov

RFP Documents: Please obtain RFP documents from Town of Hunts Point (Owner).

URL: <http://www.huntspoint-wa.gov/>

Submittal Requirements: Proposals may be submitted to Interim Town Clerk Treasurer at Town of Hunts Point, 3000 Hunts Point Road, Hunts Point, WA 98004-1121, marked "Website Redesign and Development Services." Proposals may be submitted electronically as a PDF file to Sue Israel, Interim Clerk, Treasurer, suei@huntspoint-wa.gov

Late Proposals: Proposals received after the scheduled closing time of filing will not be accepted.

Background: The Town's website connects citizens with its government. The Town of Hunts Point's original website required updates to be copied on a disk and sent to a person off-site to update the website resulting in information being out-dated when it was posted on the website. About five years ago, Hunts Point internally redesigned the website so that it could be updated in-house and in a timely manner with current information. The Town recognizes its web page is a vital communication tool that provides the community and the general public with information about the town, the happenings of the Town Council, Commissions, other pertinent information about the Town, 24-hours a day, 7 days a week, and being able to download permit applications and other information. While the current site is an improvement, further enhancements are

needed in order to improve communication and to increase usability and user friendly interactive tools. The Town is looking for the following attributes to increase site use (appeal) and provide users quick access (usability) to the information they seek:

- *Content Quality*
 - Site to deliver relevant, high quality content
 - Attractive use of media
 - Appropriate amount of information
 - Timely and current information
 - Consistent themes
- *Ease of Use*
 - Prioritize content
 - Clear structure
 - Navigation
 - Search capabilities
- *General Enhancements*
 - Create new banner
 - Proper use of graphics
 - Proper links within and outside of web page
 - Advanced capabilities such as the ability download application forms; apply for recreation classes on line and reserve city facilities.

Scope: Redesign the Town's website using and providing the above attributes and user-friendly interactive tools to include key categories such as, but not limited to the following:

Homepage – Including Town logo and general information about the Town of Hunts Point.

Your Government – Including linkages with dropdown or sidebar information on and access to permit application forms, inspections, building and development, codes and inspections and various new projects that are happening in and around the Town.

Our Community – Including linkages with dropdown or sidebar information on boards and commissions, town council, town agendas, and municipal code, community events, current issues and events, information on SR 520.

Living – History, community information.

Resident Services – Including linkages with information on utilities and customer services.

Gallery Pages – including downloadable photo galleries, e-newsletter, SR-520 update information and shoreline information or any other current information that would be of interest to the residents

Staff Training:- Training will be required to instruct town staff on how to update and maintain website information.

Continued Support: - Continued support will be necessary to update embedded information on website on an as-needed basis.

Proposal Requirements: The owner will consider proposals on the basis of the overall approach, proposed website content, proposed user-friendly interactive tools and training experience of the team, example work, references, budget, and other criteria determined by the owner. The proposal must be guaranteed for not less than 180 days.

Cost of Proposal: This RFP does not commit the Town to pay any costs incurred by any respondents in the submission of a proposal or in making studies or designs for the preparation thereof, or for procuring or contracting for the services to be furnished under the RFP.

Conflict of Interest: The Town and Respondent filing a proposal hereby both certify that no officer, agent or employee of the Town, who has pecuniary interest in this RFP, shall participate in any manner in the preparation of this RFP or evaluation of responses to this RFP; furthermore, the respondent certifies that the proposal is made in good faith without fraud, collusion or connection of any kind with any other respondent of the same call for proposals, and that the respondent is competing solely in its own behalf without connection with or obligation to, any undisclosed person or firm. No Town of Hunts Point Council, commissioner, board member or employee shall participate in the authorization approval, or award of a service contract to a respondent in which he or she is beneficially interested.

Rejection of Proposals: The Town reserves the right to reject any or all responses to the RFP without incurring any liability thereto.

Public Disclosure of Proposals: Any information provided to the Town pursuant to this RFP is subject to public disclosure pursuant to public records law, without obligation to the Town. Any information that is deemed by the Respondent to be exempt from disclosure should be plainly marked and separated from the remainder of the proposal.

Ownership of Documents: Unless otherwise provided, all materials produced under this contract shall be considered “works for hire” as defined by the U.S. Copyright Act and shall be owned by the Town.

Examples: An example of a website that the Town finds attractive, informative, and easy to use, is the Town of Yarrow Point’s website at <http://www.ci.yarrow-point.wa.us/>

All questions regarding the proposal can be directed to Interim Town Clerk Treasurer Sue Israel at 425-455-1834 or at suei@huntspoint-wa.gov